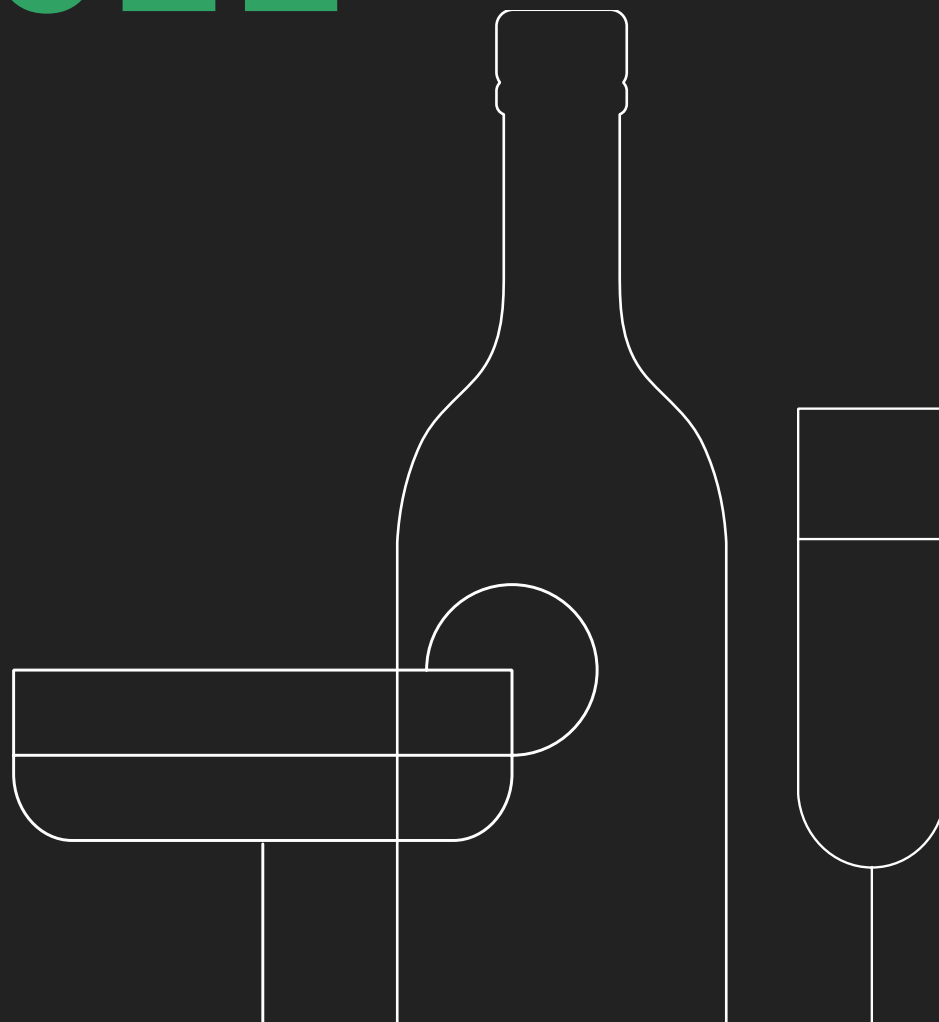


LCBO

TRADE DAY

2022





LCBO TRADE DAY
2022

95



LCBO TRADE DAY
2022

LCBO

TRADE
DAY

2022



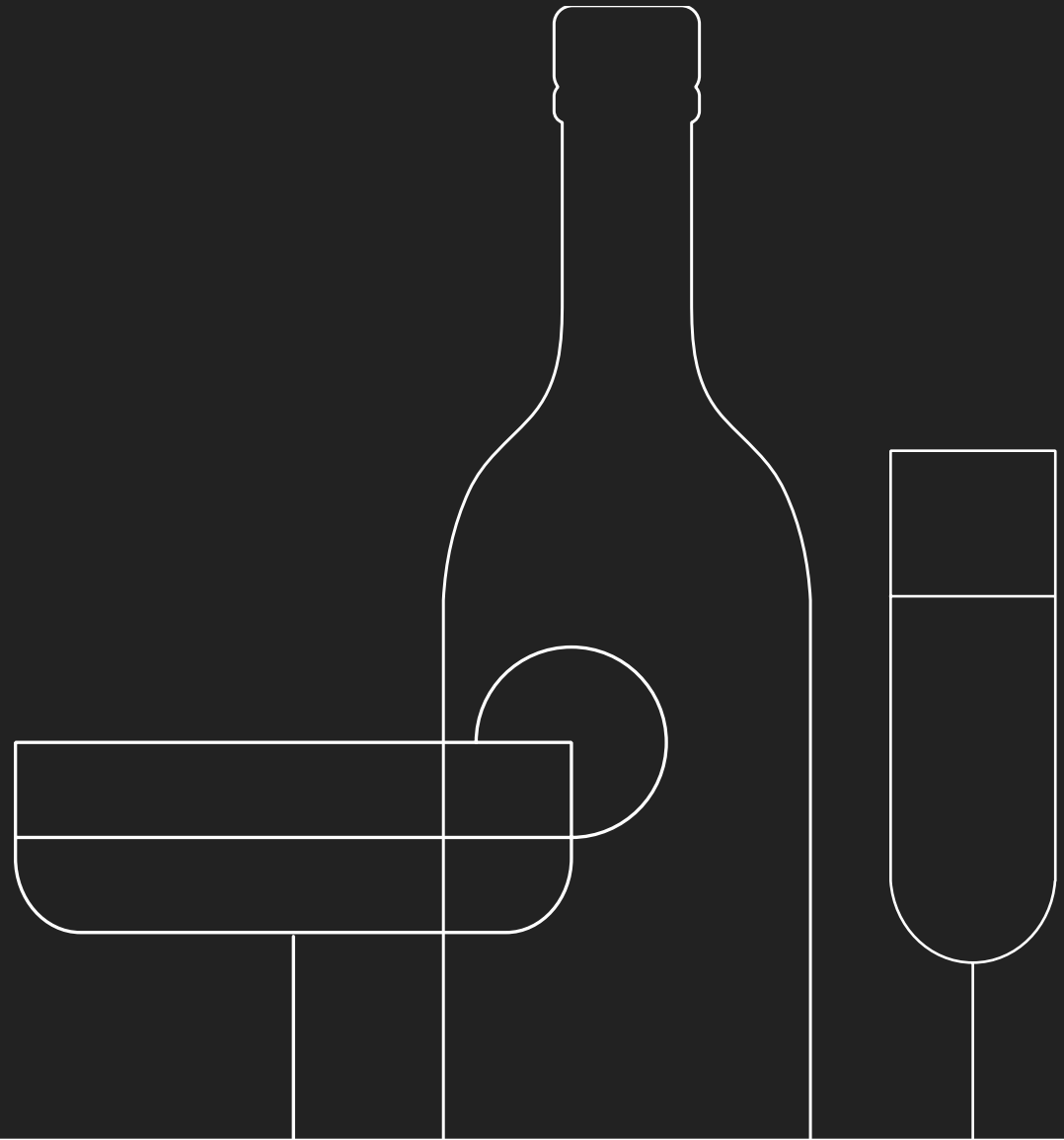
FY22 & FY23



FY22

A transformative year

- Transformational projects
- Government direction
- Consumer trends
- Financial performance



Our head office lands





4 Must-Try Spring Trends

Say hello to a new season of sunny sipping with on-trend flavours, must-try products and creative garnishes. Here's what's in for spring at the LCBO.

Ratings Snapshot

Select a row below to filter reviews.



Average Customer Ratings

Overall ★★★★★ 4.5

[Write a Review](#)

1-2 of 2 Reviews Sort by: Mos

★★★★★ Roman1515 · a month ago

Great Whiskey!
Loved the packaging and glasses, really good gift and whiskey!

Recommends this product ✓ Yes

Helpful? Yes · 2 | No · 1 Report

★★★★★ wasabiowski · a month ago

A delightful surprise
A good Irish whiskey. An excellent case for a gift. The 2 glasses are substantial. My problem is whether to keep this for myself or gift it.

Recommends this product ✓ Yes

Helpful? Yes · 2 | No · 1 Report

LCBO

Status: Connected

Shawn @ LCBO Customer Care (Listening)

Shawn @ LCBO Customer Care: Hello, my name is Shawn @ LCBO Customer Care. How may I help you?

Type your message here, then click Send or press <Enter>

Attach File
Send

Chat

Top



LCBO TRADE DAY
2022

Support of local

JESSICA OTTING
Winemaker, Stone Winery
Niagara Escarpment

ONTARIO WINE COUNTRY

- Niagara-on-the-Lake
- Lake Erie North Shore
- Niagara Escarpment
- Prince Edward County

SHOP **LCBO.COM**
FOR HOME DELIVERY OR
IN-STORE PICKUP

FOR THE LOVE OF
COUP DE CŒUR
LOCAL

LCBO

FOR THE LOVE OF LOCAL

Fall for Ontario's must-try VOA wines and amazing wine regions

PRICE OFFERS IN EFFECT SEPTEMBER 13 TO OCTOBER 10, 2021

Le contenu de cette publication est offert français sur www.lcbo.com/publications

YOUR MUST-TRY LOCAL LINEUP

Ready to explore Ontario VQA? Consider this year's essential list of our province's signature wines. (The ones the locals tell their friends about) and the trending bottles you'll want to try this fall.

- ELEGANT PINOT NOIR**
This light-bodied wine is a must-try for anyone who loves a classic Pinot Noir.
- COOL-CLIMATE CHARDONNAY**
These light-bodied chardonnays are perfect for the fall season.
- BIG, BOLD BEERS**
Approach with care. The hoppy, dark beers are a must-try.
- WORLD-CLASS REDS**
From the Niagara Escarpment, these reds are a must-try.
- ORANGE WINE**
This unique wine is a must-try for anyone who loves a bold, flavorful wine.
- CAPTIVATING SPARKLING WINE**
This sparkling wine is a must-try for anyone who loves a bubbly drink.
- ORGANIC WINE**
This organic wine is a must-try for anyone who loves a clean, natural wine.
- FOOD-FRIENDLY BLENDS**
These blends are a must-try for anyone who loves a wine that goes well with food.

Discover more trend-setting VQA Ontario wines at LCBO.com.

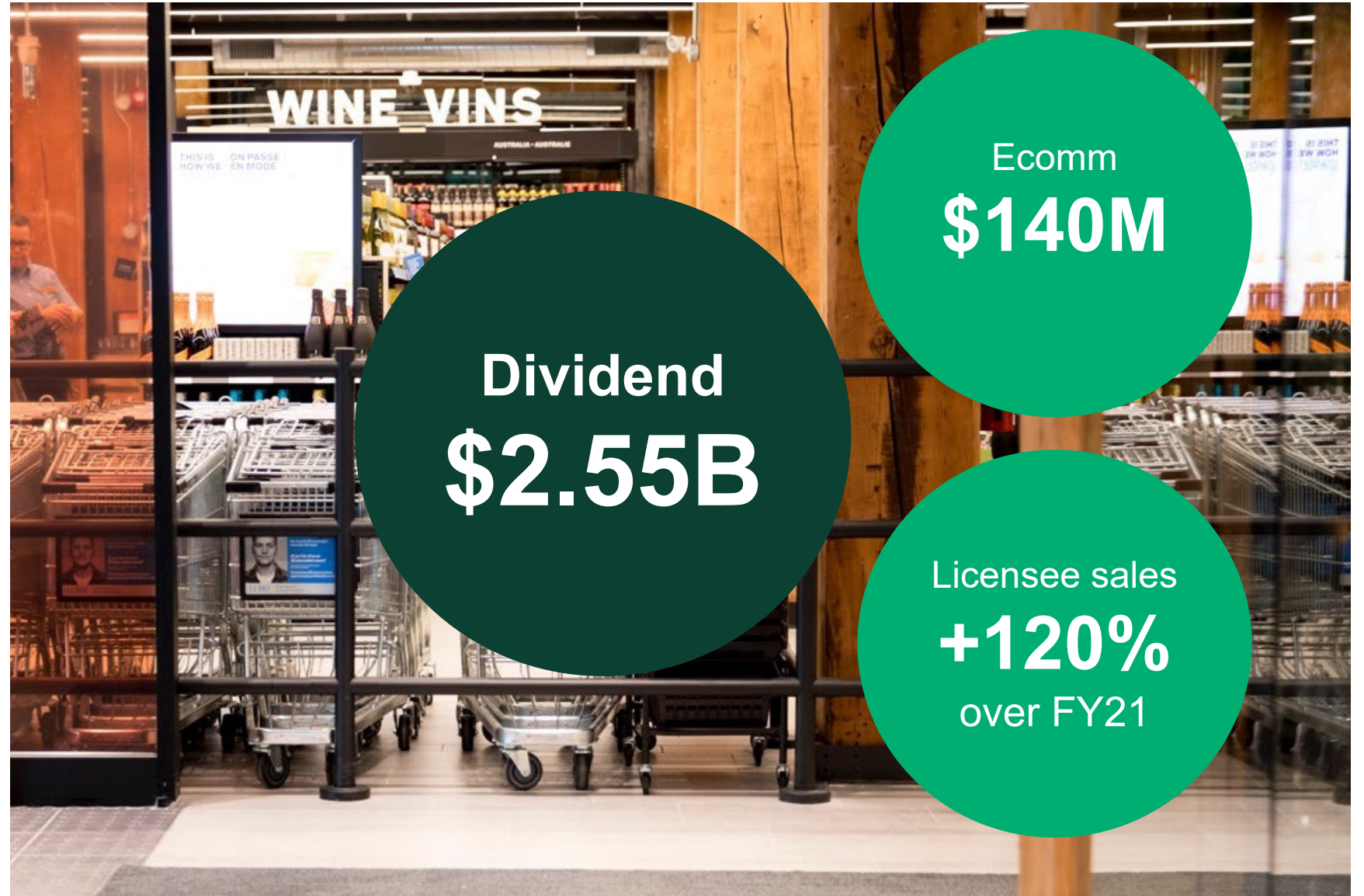
Government direction



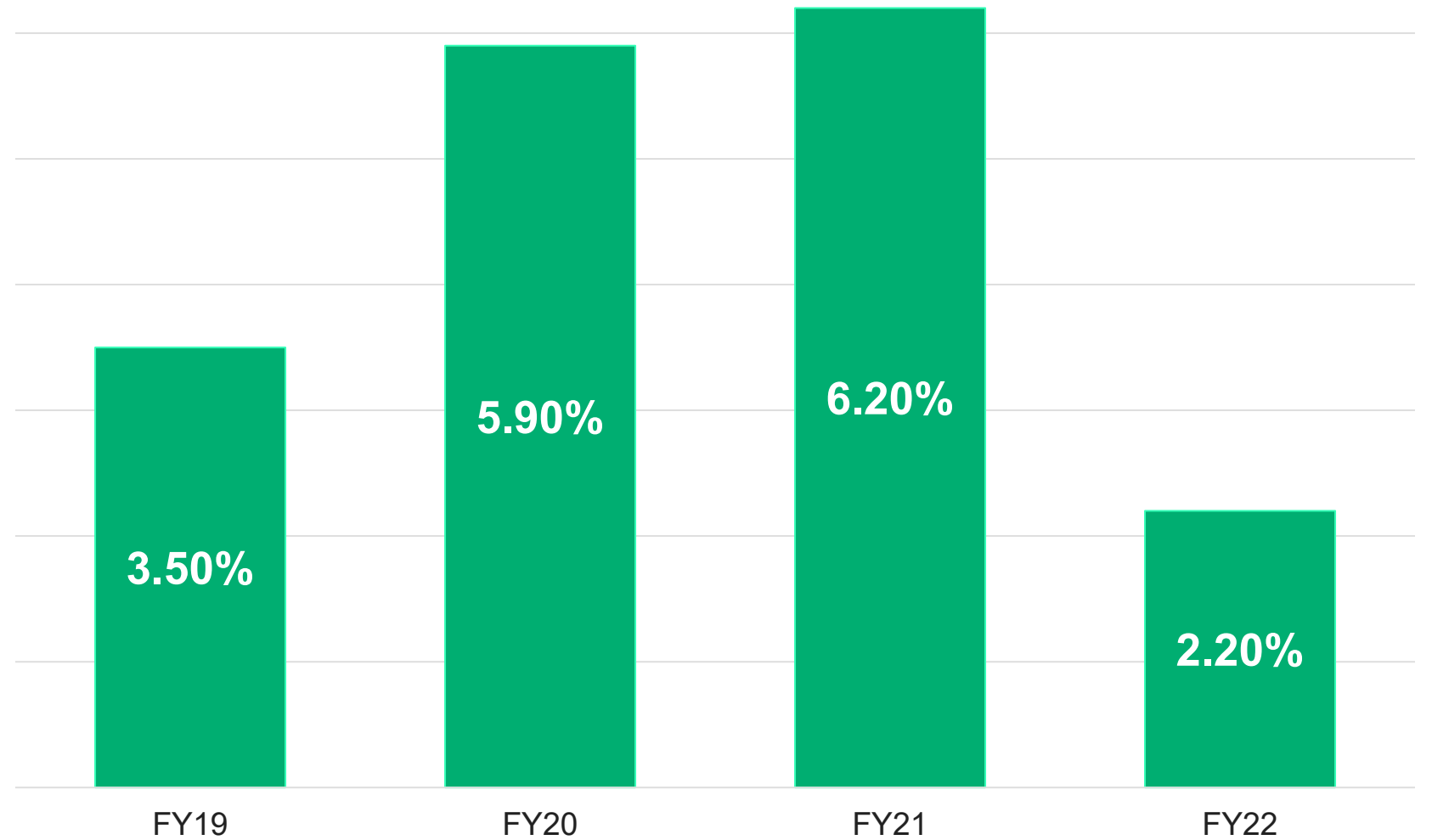
Consumer trends



FY22 financial performance



Sales growth



Spirit of Sustainability

Raised
\$16.7
Million





Here's to infusing our industry with opportunity.

ILLUSTRATION BY RACHEL JOANIS

Here's to a more equitable Ontario.

LCBO SPIRIT OF SUSTAINABILITY

WCH
WOMEN'S COLLEGE HOSPITAL FOUNDATION
Healthcare | REVOLUTIONIZED



IN WITH A MORE SUSTAINABLE ONTARIO



About Evergreen

For over 25 years, Evergreen has been working to create cities that are livable, green and prosperous. They have been a leader in nature-based, environmental stewardship education, through their work at the Evergreen Brick Works and extensive range of programming for school-aged children and educators, they've inspired thousands of people to live more sustainable lives. Evergreen's educational programming and school ground adaptations invest in the next generation to make our province greener and more climate-resilient.



About Tree Canada

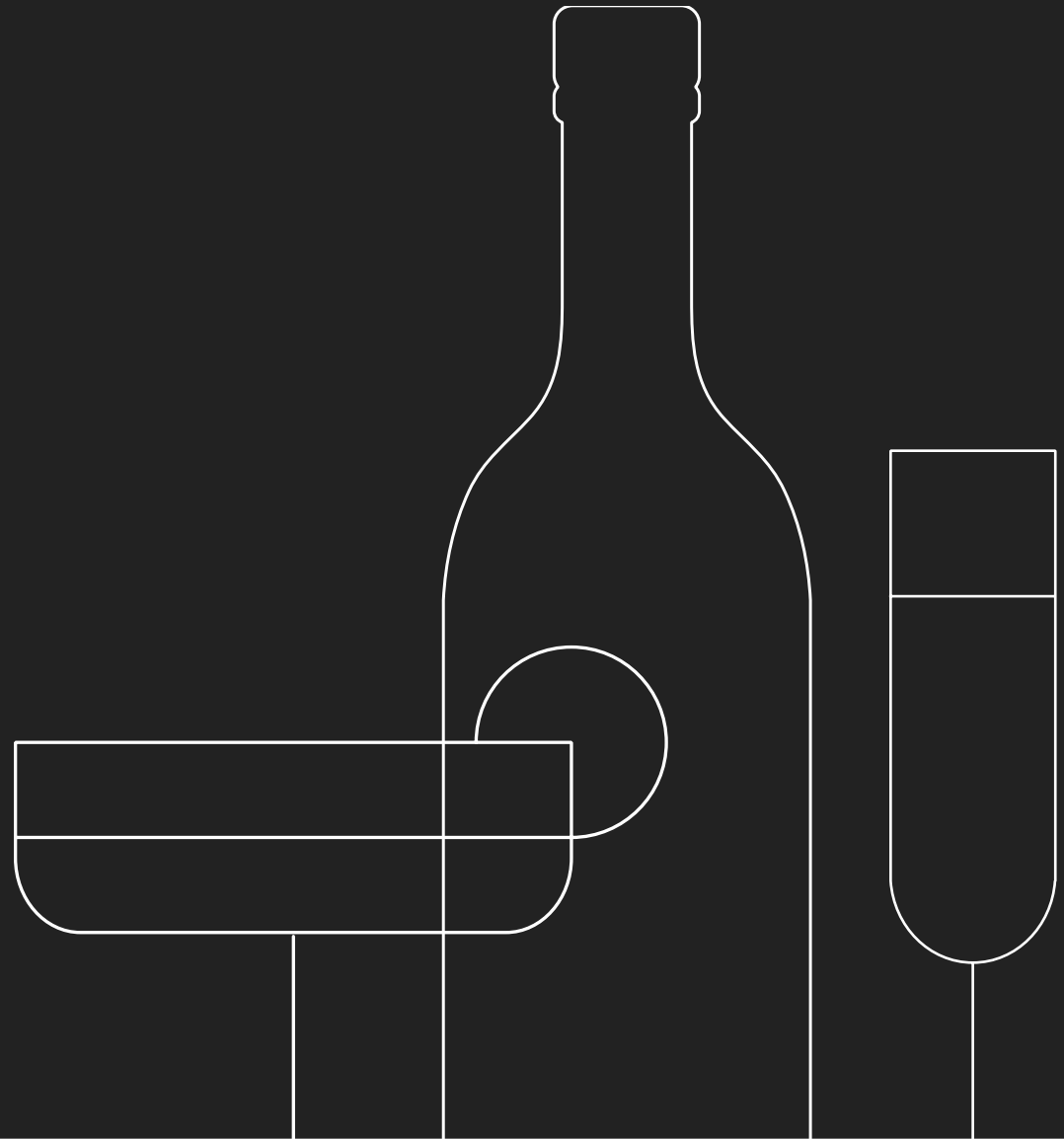
Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments, in every province and territory across the country. They help to grow Canada's tree canopy through our programs, research, and engagement efforts and by offering grants to communities and schools. They are thought-leaders and capacity-builders, collaborating with a network of industry experts, academics, and other non-profits to deepen community knowledge and help municipalities plan and sustain local canopy. Together with their partners and sponsors, Tree Canada has planted more than 84 million trees.

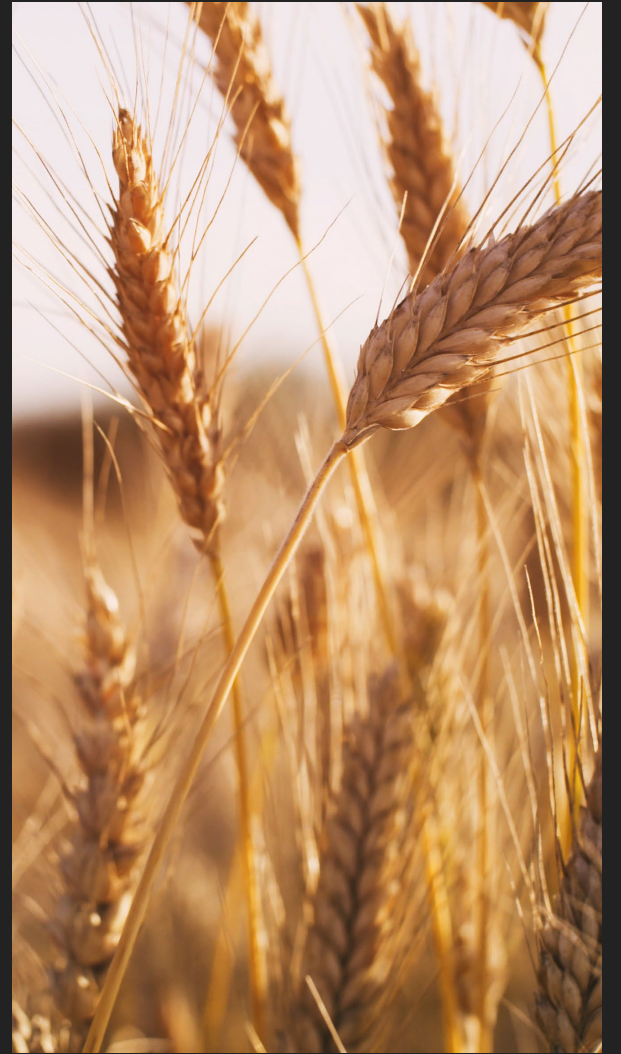
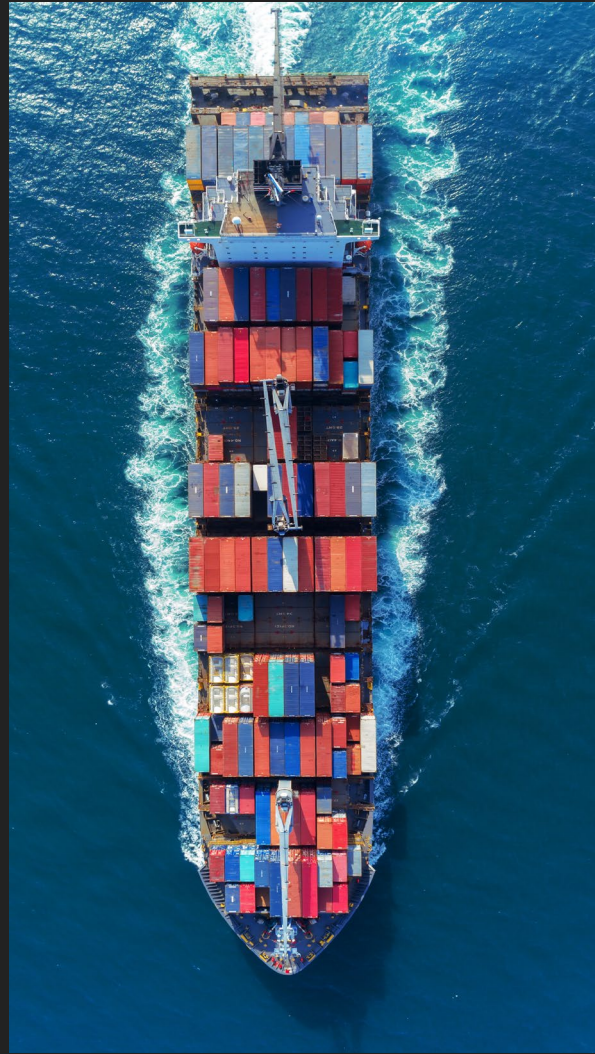


FY23

Navigating uncertainty and strengthening foundations

- Macroeconomic challenges
- Our 2022-25 strategy





LCBO

LCBO STRATEGIC PLAN 2022 - 2025

MANDATES

- 1 Promote local & help shape a more sustainable Ontario
- 2 Support the modernization of the beverage alcohol marketplace
- 3 Deliver returns to the people of Ontario

OBJECTIVES

- 1 Excellence in customer experience
- 2 Excellence in operational efficiency
- 3 Excellence in employee experience



Mission

We are a best-in-class, customer-first, responsible retailer and wholesaler, supporting our local communities and delivering value to Ontarians.



Vision

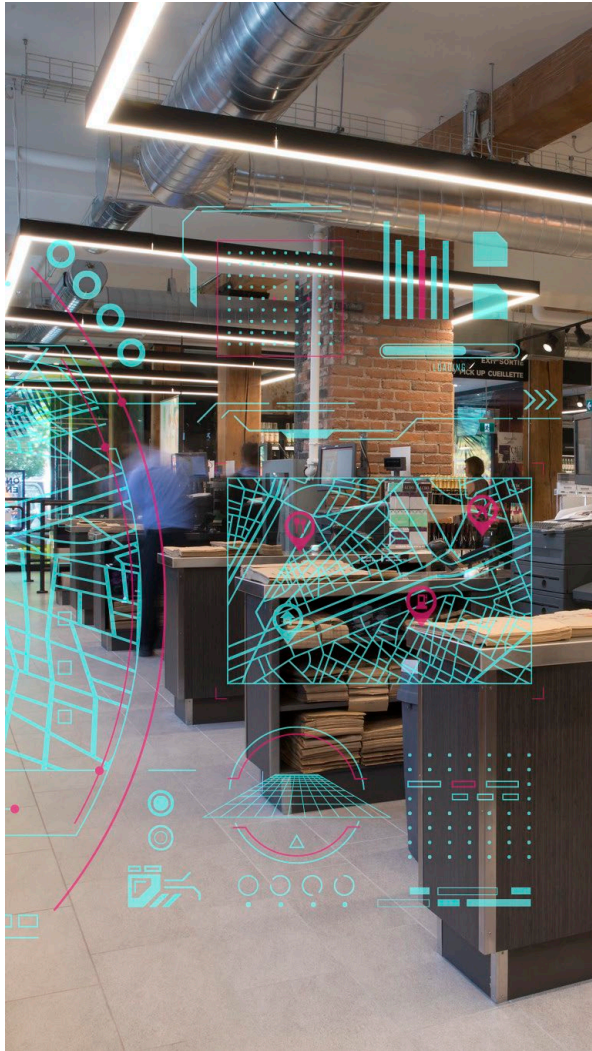
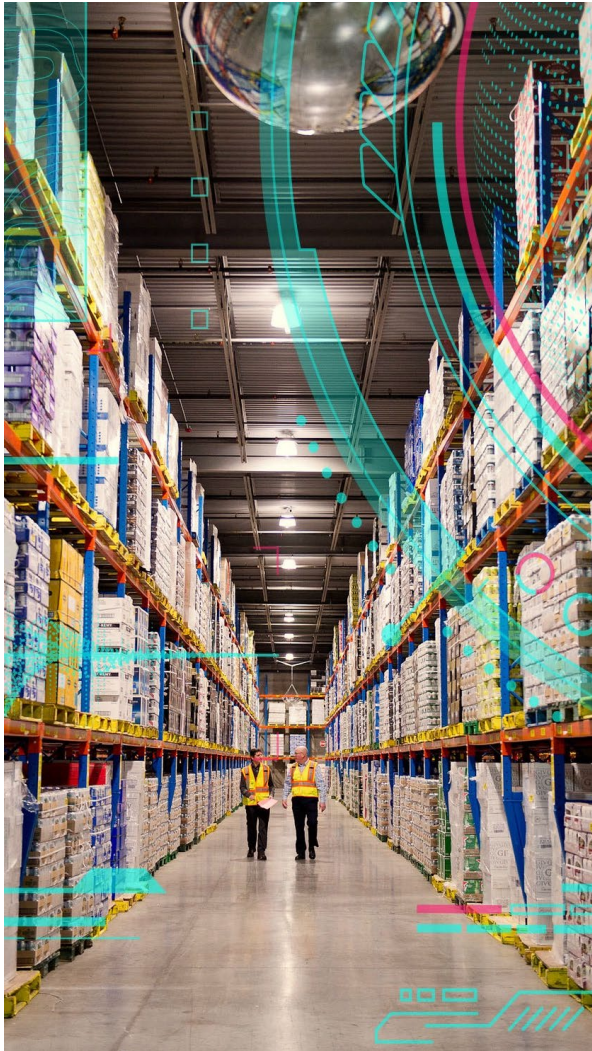
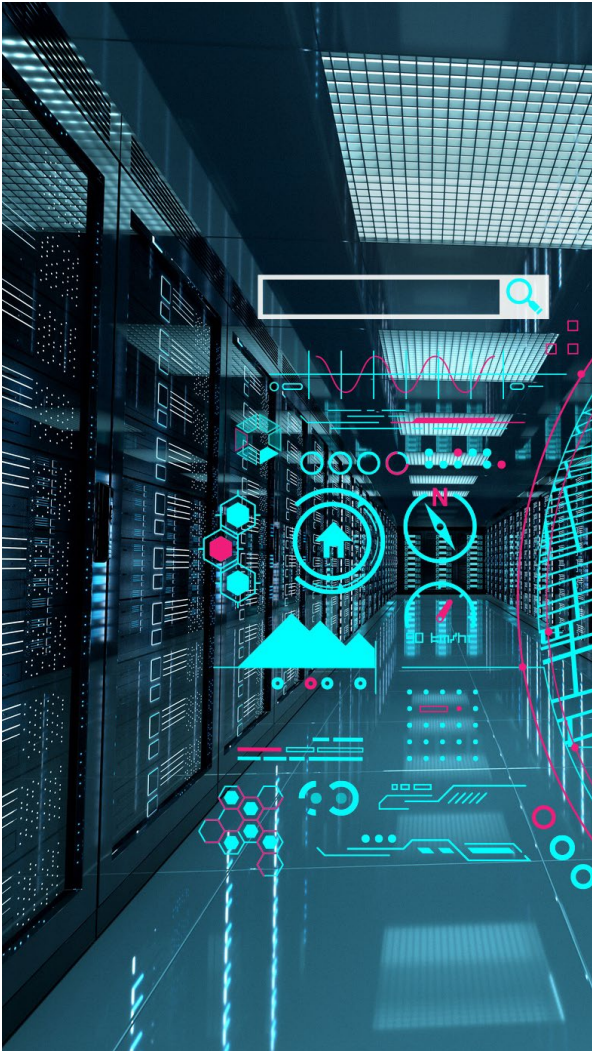
To deliver remarkable experiences as the trusted destination for the world's wines, beers and spirits.



Brand promise

Perfect choices made easy, moments made great.

Priorities



Priorities





LCBO TRADE DAY
2022